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### **Fresh Bristol Bay Sockeye Salmon Set to Spark Sales Across the U.S.**

**BRISTOL BAY, Alaska. July 6, 2022** - Across the U.S., retail and foodservice outlets are finding new and creative ways to herald the arrival of fresh Bristol Bay Sockeye Salmon. The Bristol Bay sockeye salmon fishery is currently underway and surging into its traditional peak in early July. This summer, more than 75.27 million wild sockeye salmon are expected to return to Bristol Bay on their way to the spectacular rivers that feed the region and the world.

Bristol Bay Sockeye Salmon, the consumer-facing brand managed by the Bristol Bay Regional Seafood Association, has teamed up with an impressive roster of the nation's best retailers to promote this fresh season. Bristol Bay Sockeye Salmon will be promoted in over 3,200 retail stores — coast to coast.

- Nationwide, [Whole Foods Market](#) will be sharing the story of Bristol Bay Sockeye Salmon online and with their customers during July.
- Kendall Jackson / Jackson Family Wines will have in-store displays featuring a QR code directing customers to Bristol Bay sockeye salmon recipes in their July Safeway Seattle Seafood Stack program.
- Texas retailer [H-E-B](#) is promoting fresh Bristol Bay Sockeye Salmon in its stores across Texas.
- [Heinen's](#) in Cleveland is proud to bring back fresh Bristol Bay Sockeye Salmon to eager customers.
- Midwest retailer [Hy-Vee](#) will feature fresh Bristol Bay Sockeye Salmon in its stores during the fresh season along with other Alaska seafood species.
- Portland, Oregon-based [New Seasons Market](#) is highlighting Bristol Bay

Sockeye Salmon in their unique and beloved stores in the Pacific Northwest.

- [Raley's](#), a family-owned chain in Northern California known for healthy offerings, proudly promotes Bristol Bay Sockeye Salmon year-round, focusing on the fresh season.
- [Rosauers Supermarkets, Inc.](#), a chain based in eastern Washington state, is featuring whole Bristol Bay Sockeye Salmon, fillets and portions, including steak-cut.
- Seattle-area [Quality Food Centers \(QFC\)](#) is executing a fresh promotion in the second half of July.
- In the Northeast, [Wegmans](#) will be again celebrating fresh Bristol Bay Sockeye Salmon in their stores in July and August.
- [Dierbergs Markets](#), with 25 locations in Missouri and Illinois, will be promoting Bristol Bay sockeye Salmon utilizing point of sale collateral and social media ads.
- [Publix Supermarkets](#), America's largest and fastest growing supermarket chain, will carry Bristol Bay Sockeye Salmon throughout the fresh season, promoted through social media ads.
- [Harris Teeter](#) will promote sockeye salmon from Bristol Bay via an [ASMI](#) promotion in over 120 grocery store demos in their Southeast U.S. stores.



This year is expected to be a banner year for the Bristol Bay sockeye salmon fishery, with the largest harvest on record projected. The Alaska Department of Fish and

Game expects over 70 million sockeye will return to Bristol Bay this year, which could allow for a potential harvestable surplus of 61.82 million fish. That would be a run that's 44% larger than the most recent 10-year average of Bristol Bay total runs.

“This is going to be an incredibly abundant year for wild sustainable Bristol Bay sockeye salmon, thanks to our track record of responsible fishery stewardship,” said Lilani Dunn, BBRSDA Marketing Director who oversees the retail program. “Bristol Bay will continue to be Alaska’s leading supplier of wild sockeye salmon at retail and foodservice throughout the coming year, and we’re ready to support retailers and chefs as they help their customers discover the delicious versatility and abundance of Bristol Bay sockeye salmon.”

To learn more about the Bristol Bay Sockeye Salmon marketing program, visit [marketing.bristolbaysockeye.org](http://marketing.bristolbaysockeye.org). The program is funded by the Bristol Bay Regional Seafood Development Association.

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About BBRSDA: The Bristol Bay Regional Seafood Development Association is a fishermen-funded group with the mission to increase the value of the Bristol Bay fishery through education, quality outreach, and marketing. Learn more at [bbrsda.com](http://bbrsda.com).